

AXIOLOGICAL APPROACHES FOR GROUNDING OF STRATEGIC BENCHMARKS OF REGION DEVELOPMENT AS A BASIS FOR STATE REGULATION DIRECTING

АКСІОЛОГІЧНІ ПІДХОДИ ДО ОБҐРУНТУВАННЯ СТРАТЕГІЧНИХ ОРІЄНТИРІВ РЕГІОНАЛЬНОГО РОЗВИТКУ ЯК ОСНОВИ НАПРАВЛЕННЯ ДЕРЖАВНОГО РЕГУЛЮВАННЯ

УДК 338.23

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The article reviews current approaches to the selection of strategic guidelines development. Proved that the state regional policy should be based on a new paradigm of social development, focused on improving the economic and social living standards for every citizen.

Key words: location, value, human capital, economic growth, social and economic development of the region.

У статті розглянуто існуючі підходи до вибору стратегічних орієнтирів розвитку регіону. Доведено, що державна регіональна політика має бути заснованою на новій парадигмі розвитку суспільства, орієнтованою на підвищення економічних і соціальних стандартів

життя для кожного громадянина. Ключові слова: регіон, цінність, людський капітал, економічне зростання, соціально-економічний розвиток регіону.

В статье рассмотрены существующие подходы к выбору стратегических ориентиров развития региона. Доказано, что государственная региональная политика должна быть основана на новой парадигме развития общества, ориентированной на повышение экономических и социальных стандартов жизни каждого гражданина.

Ключевые слова: регион, ценность, человеческий капитал, экономический рост, социально-экономическое развитие региона.

General problem statement and its connection with important scientific or practical tasks. Society is an entire social organization of human vital activity, which historically appeared and is continuously developing; it represents a system of various mutually causal relations. Each independent state is interested in progressive development and well-being of its society. Its importance for general state and consciousness of nation increases in conditions of intensification of European integration processes, political and socio-economic transformations in Ukraine, in particular, in epoch of radical («stormy») changes that starts at the beginning of the third millennium. Perspectives of formation of such an environment in Ukraine in the context of civilizational movement to the principally another development level – from inertial-resource model of economic growth, which prevails for a thousand years, to social-oriented model of economic development on the innovative (post-industrial) basis– require a new viewing on the role and place of a concrete human in society. Provid-

ing of the process of economic stability and growth in Ukraine is possible on the assumption of directing of state top-priority actions not to the solving of present, but strategic tasks of society. Thus, the region strategic benchmarks should be the foundation of region state economic policy.

Analysis of recent studies and publications. In modern theories region is studied as a polyfunctional and multiaspect system. Problems of socio-economic development of economy as a whole, and, in particular, problematic of basing of strategic benchmarks of regions development are considered by I. Aleksandrov [1], T. Artemova [2], V. Byrskyi [4], M. Dolishnii [2], R. Nizhehorodtsev [15], A. Chukhno [12]. Among foreign scholars the works of O. Gaylor and O. Moav [25] should be marked. In economic literature there are many approaches to understanding of the concept «region» depending on the base characteristics of a territory: demographical, natural-geographical, functional, infrastructural, administrative, political, economic, sociological and historical-cultural. Improvement

is necessary to the set of questions related to the analysis of approaches to grounding of strategic benchmarks of region development as a basis for state regulation directing. Thus, certain characteristics, which are peculiar to region and put it integrity, should be separated out: common territory, common ecological environment, common management in the form of administrative-territorial unit, complex of interrelated productive forces, historical and cultural, national and demographical features of population, common system of population life support etc.

Formulation of aims of the article. The aim of the research is an analysis of approaches for grounding of strategic benchmarks of region development as a basis for state regulation directing.

Statement of basic material. In the centre of socio-economic system a post-industrial civilization states service branches that are oriented to the human potential development (education, healthcare, informational technologies, media and so on). If earlier a human was an element, which is liable to nature, and in industrial market system – material wealth, then in the future society the human activity based on the scientific knowledge turn into fundamental element of society function-

ing and development. Thus it is important to determine how a human separately and a society as a whole evaluate the level of their socio-economic development, i.e. what value key points of society are prevailing in the modern stage.

Studying processes of post-industrial society development, it should be taken into consideration that a lot of them don't have yet their final characteristics, thus it just increase the value of careful investigation of this process.

World community reaches the point when global problems, which can lead to the decay and collapse, became considerably appreciable. The most global problems of humanity are: worsening of ecological situation, reduction of natural resources and increasing of the world countries differentiation by economic development as well as by life quality of citizens. According to aims and tasks indicated in state programs and strategies of development of Ukraine, in particular, its regions, it can be stated that as of today the Ukrainian system of MDG is based on the principles of coordination of human, economic and ecological development [14].

Comparison of Ukraine with other countries in world rankings gives an opportunity

Table 1

Ukraine in world rankings

Index	Rankings of Ukraine and nearby countries	Amount of countries in ranking
Human Development Index	84 – Armenia; 85 – Ukraine; 86 – Azerbaijan	182
Global Competitiveness Index	81 – Gambia; 82 – Ukraine; 83 – Algeria	133
Index of Economic Freedom	141 – Honduras; 142 – Ukraine; 143 – Kenya	173
Tax Complexity Index	180 – Congo; 181 – Ukraine; 182 – Venezuela	183
Countries' Credit Rating	35 – Montenegro; 36 – Ukraine; 37 – Bosnia and Herzegovina	41
Ecological Index of Production Activity	86 – Moldova; 87 – Ukraine; 88 – Belgium	163
Political Instability Index	15 – Ecuador; 16 – Ukraine; 17 – Angola	165
Government Effectiveness Index	142 – Kenya; 143 – Madagascar; 143 – Ukraine	212
Corruption Perception Index	146 – Sierra Leone; 147 – Ukraine; 148 – Papua New Guinea	180

Source: [23]

to determine the global problems' influence on economy as well as to distinguish specific national problems. World rankings by some indices are given in Table 1.

As can be seen from the Table 1, in Ukraine and its regions it is necessary to solve problems, which are peculiar to the mechanism of development strategy realization, namely:

- increase population living standard by development of socio-economic potential (human, material, social);
- improve business climate, increase investment image and improve trade and economic cooperation with other countries (regions) by means of development and mending of partnership relations;
- increase quality and effectiveness of public administration, in particular, in the field of financial-budgetary management;
- promote further improvement of inter-budget relations;
- decrease the level of corruption and shadow economy.

On the assumption of stated problems, the prominent role of state in the modern stage lies in development and realization of a concept of economy and social sphere development in regions, gradual elimination of negative phenomena and solving of socio-economic challenges in the line of preservation and development of socio-economic potential (SEP).

Today there is a qualitatively new stage of society development. In spite of powerful integration processes, it is characterized by changeability, eclecticity, variety. As Mykhailova K. H. notes, there are cardinal changes in society, which are related to «transformation» of value foundations of being» [13, p. 22]. Such changes got the name «axiological challenge». Dynamism and variety, which can be connected with the possibility of choosing of mass communication means with the help of world society opening and developing, significantly disrupt traditional value orientations of social subjects' vital activity. Changes taking place in value orientations of modern society have led value systems to the blurriness and uncertainty of many social subjects, which leaves a mark on the processes of their social inter-

action. This tendency is becoming stronger because it concerns all levels of value consciousness and is peculiar to basic as well as instrumental values. Thus, before considering the concept of socio-economic regional development, the general notions that determine and formulate value orientations of a human in society should be defined: mode of vital activity, kinds of vital activity, lifestyle and way of life.

Mode of vital activity reveals general order, in accordance to which its means of activity by the way of consequence repetitive transformations turn into intermediate products and, eventually, become consumer goods. In every current term of time the mode of vital activity is characterized by relative stability of activity kinds' structure (functions) that perform with some periodicity, typical set of used resources, and also needs satisfaction level.

Mode of vital activity of every active subject supposes a realization of three kinds of activity: operating, investment and consumer's activities. Operating activity is a source of all benefits of activity's subject. Resources used in activity of this kind, are called operating. Among them there are two prominent kinds that by analogy with enterprises' assets can be called current and capital (non-current) resources. Current resources after their non-repeat target use lost their initial useful qualities and turn into new products. Current resources, besides their main purpose, perform functions of current inventories. Capital resources are reusable.

A composition of necessary for its realization repetitive transformations of one typical resource to other can be determined for every current mode of vital activity. These repetitive transformations are called functional kinds of activity. Structure and connections of such kinds of activity reveal fully enough the essence and structure of considered current mode of vital activity. Each of considered above kinds of activity (operating, investment and consumers') has its own set of functional kinds of activity that are necessary for its realization.

As components of human vital activity as an economic subject there are three kinds of activity in economics: production (labour),

consumers' and leisure (rest, amusement). Production activity is a sort of productive one and directed to creation of economic value (goods). Whereupon labour is an opposite of rest, leisure, relaxation.

In psychology the concept of mode of vital activity is closely associated with the concepts of lifestyle and individual style of activity. Lifestyle (style of life) – is a concept introduced by psychologist A. Adler to name a unique mode that is choosing by every human for life adaptation and interaction with life as a whole. According to Adler, habits and features of behaviour, which are considered isolated, get their sense in the full context of life and aims of human, thus all such problems cannot be considered in isolation, – they all are included to the general style of life. People create their vision of themselves and the world as a part of their lifestyle. Adler calls it apperception scheme.

In sociology the concept of mode of life is used for description of mode of human vital activity. Mode of life – is a concept, which characterizes features of everyday life of people that are predetermined by existent socio-economic formation (for example, bourgeois mode of life, socialist mode of life). Also modes of life of class, social stratum, urban and rural population are distinguished. Their include work, life, forms of free time use, material and nonmaterial needs satisfaction, participation in political social life, norms and rules of people's behaviour [19, p. 907].

In the absence of alternatives to functional mode of activity a human feels objective needs in their saving, which are analogical to vital needs in consumers' goods. In the consciousness a human also spreads his needs to activity's resources that are corresponding to this mode.

Considering the concept of mode and style of life, it is necessary to determine value orientations peculiar to modern society. It should be noted that society is an entire social organization of human vital activity, which historically appeared and is continuously developing. An interpretation of society as a social system, which is constantly in the dynamics of social changes, is given in the work [5, p. 169]. At the same time, there are

interactions between elements and parts of this system, as well as between social system and environment; later these interactions are becoming apparent in the common result of activity of different individuals. It is appropriate to add that civilization development is caused not only by objective laws of its functioning, but aspirations, interests and values of people. General is society understanding from the point of view of its spiritual, cultural, historical, intellectual and material values, informational and natural environment, and also natural resources [16].

Modern society is characterized by principal instability of the system of values and value orientations. Philosophical vision of value (from Greek – axia) lies in «idea of that is sacred for human, group, society as a whole» [7]. Sociologists propose the following definition: value – is a special social relation, as a result of which needs and interests of people or social group are carried to faces of goods, objects, nonmaterial phenomena, giving them certain social characteristics [20]. As it can be seen from given interpretations of the concept «value», it is used in philosophical and sociological literature for displaying of human and social meaning of above-mentioned phenomena. In our opinion, more full interpretation of «value» is given in encyclopaedia: «positive or negative significance of objects of surrounding world for human, class, group, society as a whole, which is specified not by their characteristics themselves, but their attraction to the sphere of human vital activity, interests and needs, social relations; criterion and ways of assessment of this significance are expressed in moral principles and norms, ideals, guidelines, aims» [19, p. 1462].

Substantial contribution to development of knowledge about socio-economic processes and their role in life of human and society was made by famous Russian sociologist and economist Zaslavskaya T. I., who developed an economic-sociological conception of social mechanism of economy development as a process of interaction of social groups that have different social statuses, interests and value orientations [3, p. 215]. Value orientation – is a selective

human attitude toward material and nonmaterial values, system of his guidelines, views, advantages, which is expressed in terms of behaviour. Since value orientations are the main element of behaviour, then value orientation is obviously not restricted by rational advantage or choice of one or another value, i.e. it should become an acquisition for emotional human life, transform into its belief. That is why the process of value orientations' formation is one of the factors of forming of human conscious attitude to values, which arise in terms of modern society.

Conditions of human activity in modern civilization caused social shifts in value orientations and kind of behaviour of a single person as well as various groups and strata of the people. Watching the changes of values, priorities, accents, it is possible to judge of development direction of this society and its readiness to necessary changes. Problem of general tendencies to society value orientations' changes is becoming actual as a rule in crucial epochs when history throws down a challenge to one or other state, demands for rethinking of gathered experience and developing of new orientations of social development.

Taking into account a considerable set of problems facing the humanity, it is necessary to ground the dependence of region development from resources. Modern tendencies of region development need for deep theoretical understanding of socio-economic sense of this process, grounding of mechanisms of correlation between economic growth and human development, determining of impact factors. Actuality of this research is also related with the necessity to solve questions of human potential growth in region to provide for all spheres of human life development. For it a state in the process of its economic development should create favourable conditions in order that life of people would be healthy and full of creative work.

Therefore an important step in determination of priorities of modern state development, in particular, its regions, is an analysis of concepts of socio-economic development of society and, particularly, regions. It should be noted that conceptions of socio-economic

development of society display the development of human, material potential and potential of social relations.

In economically developed countries, along with changes in public production, where knowledge, new technologies and information become the main factors of development, the new living and attitude to human resources in society are forming. These phenomena are highlighted in the concept of human development, which was developed at the beginning of 1990s by the group of experts of the United National Development Programme. It interprets a human development as aim and criterion of social progress, as a tool to increase an income, which acquires value only when it really influence on people's well-being. Human development is determined as a process of increasing people's possibilities – a person should live a long life, not be sick, be educated, use political and economic freedoms, human rights, social respect to personality. The conception determines satisfaction not only physical, but also nonmaterial needs of a person. Development means constant empowerment to satisfy needs. But more important category of this conception is a «choice», i.e. existence of powerful capabilities for realization of own abilities by every person in the context of free choice of own aims, fullest state encouragement – it is the main idea of human development; it covers considerably wider all sides of coexistence and cooperation between person and state, than other conceptions of socio-economic development.

Analysis of modern level of human development and formulated conception determine four foreground directions of human development in Ukraine: increase of the role of every person in society, widening of person's possibilities to decide own destiny independently, i.e. to make a decision and be responsible for it; providing social justice for every person – in distribution of incomes and remuneration of labour depending on their quality, intensity and quantity, access to education, health protection, work and social goods; achievement of full gainful employment, which in contrast to the current state would ensure not only social status, but employers well-being,

stimulate legal effective activity instead of shadow economy orientation; achievement of ecological security.

Human capital is a general concrete form of vital activity that assimilates previous forms, which are adequate to economy's periods, and implements as a result of historical movement of society to its current state. Appearance of considerable concentration of scientists' attentions to the concept of «human capital» can be explained by general regularity of a modern science development in the field of human problems researches, transformation of views about its role in economic growth. It should be noted that systematization of human capital theories is not complete yet; moreover, Ukrainian scientific society is insufficiently acquainted with developments in this field. Thus, along with existent scientific acquirement of scientists concerning this issue, the further researches in the direction of determination of place and role of human capital in reproduction of social production, and the creation of concept of society's human capital reproduction are necessary. An important debatable moment remains the question regarding the essential characteristics and structure of human capital as well as human potential. Thus, the views of researchers concerning the interpretation of analyzed phenomenon should be considered.

From the point of view of sociology the human capital is a set of acquire knowledge, skills, abilities, experience, wisdom, values and norms, which increase chances of individual in labour market in determining of wage rate and labour conditions [21, p. 406]. In turn, academician M. Dolishnii considers that the concept of «human capital» is not an exhaustive account of all human possibilities. Beyond this definition are powerful sources of human viability, natural talents and abilities of a person, in particular, ability to perform various functions, which gives an opportunity to achieve a high efficiency of labour [9, p. 258].

Academician Chukhno A. A. represents the human capital in the form of experience, knowledge, capability for innovations, which are reasonably used in one or another branch of social reproduction, promote the increase in labour and production produc-

tivity, and thereby influence on the income growth [24, p. 358]. However, the newest conceptions of development are based on a hypothesis [17, p. 23-24]: ultimate aim – is not a level of income, but expanding choice in the field of healthcare, education, economic and social activities. Thus, state should promote the enlargement of human capabilities by way of access to resources needed for adequate standard of living.

Russian researcher Nizhehorodtsiev R. M. [15, p. 27] distinguishes two approaches to interpretation of the concept of «human capital». The first one supposes that capital is any asset, which owning allows income receiving. In this term the human capital is a synonym to labour force, all aggregate of natural and social capacities of a person that predominate person's ability to work. This approach washes out a qualitative difference between labour force and other kinds of activity. Second approach, in our opinion, is more constructive; it supposes that the human capital in nature of reproduction is analogical to material fixed capital: it is not spent completely in every labour process and is not to be renewed every day, but has a quality to accumulate and in every moment creates a certain fund of knowledge, abilities and skills.

Along with the conception of «human capital» the conception of «human potential» is used. Human potential is wider concept. Human capital displays possibilities to use human potential for economic purposes. Capital is an economic assessment of potential from the point of view of possibility to obtain economic results. It should be noted that some researches identify these two concepts. Thus, human potential (human capital) in the work [11, p. 15] is represented as acquire knowledge, skills, motivations, creative abilities and energy, which are received with the help of formal education or practical experience, these are human qualities that principally influence on results of activities (U. Bowen and J. Dolan). Essence of human potential is revealed in emergent manifestation of qualitative and quantitative biological, physiological, nonmaterial, moral, creative, social, economic and intellectual characteris-

tics of individual, social groups or population of a country, which only on the assumption of their effective use provide for it extended reproduction.

Growth rate of the economy of regions and state as a whole determines the efficiency of human capital use. In accordance with assessments given by the World Bank for 192 countries, physical capital (cumulative real assets) accounts on average for 16% of the total wealth, natural capital – 20%, and human capital – 64% [17, p. 23]. Thus, growth of human potential of a state, in particular, its regions, is impossible without accumulation of society's human capital. Degree of achievement of specified strategy of economic growth with the use of human capital in the form of accumulated by means of investment reserve of health, knowledge, skills, abilities, motivations and other capabilities is a characteristic (or index) of human potential.

Human capital formation at the level of society is carried out through the mechanism of redistribution of state budget income on social needs, education and healthcare. In management of human capital value on a national economy scale a special attention should be paid to processes of accumulation of education, health and culture capital of a personality. At the same time the most essential factors are demographic state of population according to age (namely, dynamics of able-bodied population and its reproduction), state of education and vocational training system, and also a human development level, which is determined by the structure of time fund of a society (rest, education and labour activity) [4, p. 7].

Considering approaches to understanding of «human capital» role in the world and strategic enterprise policy (at the microlevel), author of the work [22, p. 104] attracts attention to the intensive use of a concept of «human resources management» in developed countries. The essence of this concept lies in the fact that people are considered as a company acquisition in competitive activity that is necessary to allocate, motivate, develop along with other resources to achieve strategic aims of an enterprise.

In the context of formation of human devel-

opment concept in the work [8, p. 209] it is proposed to create a human resources development theory, where attention is attracted to factors, which influence on the human potential development: state of healthcare, education, consumption level, living conditions etc. However, in our opinion, this theory should be built first of all based on the identification and classification of all human resources, as well as determination of their role in the human life support. It seems constructive to consider human resource development from the point of view of development and satisfaction level of a set of needs and interests of region's population. Resources provided for human development, to our mind, include standard of material well-being of a person (real earnings, including remuneration of labour, social payments, availability of goods and services, economic stability of local enterprises' activity and so on), relations with other people, value orientations, conditions of socio-economic and ecological environment of a person.

As the experience implies, the aim of regions' development becomes an all-round development of human abilities and increasingly fuller satisfaction of human's needs. This approach is based on the concept of «broadening of human choice» developed by A. Sen at the turn of the 80s; in the centre of this concept is a person, the fullest satisfaction of person's rights and needs. In accordance with this concept, the well-being should be assessed not by the level of GDP per capita, but people's possibilities to lead that mode of life that they consider deserving (more freedom in choosing, purpose in life and way of life, opportunities in education, healthcare, economic and social activity) [8, p. 210].

Conception of a cycle of society's human capital reproduction is based, on the one hand, on human use from the point of view of public benefit, on the other – on the use by human of health, knowledge, skills, abilities, motivations and other capabilities in order to keep and increase the human potential, that results in the improvement of quality and standard of living, i.e. a maximum of productivity, and promotes the socio-economic development of regions as well as a state in general.

Studying the problem of adaptation of the human development concept to the economic peculiarities of modern Ukraine, Artemova T. I. [2] represents a current system of economic management as a three-level system, in which upper level concerned with production and providing for pure social goods, which ensure reproduction of the necessities of life of society, nation as an entire society; lower level is represented by market of private goods, which are competitive and excepted from consumption; the third level – a market of social goods – stipulates for interrelation between private and social interest, forms economy of trust and ensures prerequisites for transformation of human potential into human capital. On the assumption of this research, it can be concluded that society interests are related to the opportunity to obtain certain benefits to ensure reproduction of the necessities of life.

Features of economic growth that has begun to show in Ukraine at the beginning of the XXI century created prerequisites for embarking of the country on the path of gradual socio-economic development. At the same time this process was found as unstable in time. There remain substantial disproportions in production and spatial structure of the state, deep gap in level and conditions of life between different strata of the population and regions of the country [12, p. 136].

World scientific thought, at first by A. Smith and then other scientists – proved that well-being of life and all riches on other conditions are created only with the help of human labour. Economic progress depends on improvement of technologies and organization of united (integrated) social labour. It should be noted that there is a major modification of labour conditions in modern society, i.e. obliteration of distinctions between conditions of productive and household activity; observed an increase of small business role (obliteration of distinctions between entrepreneurship and labour activity); higher availability of resources of business activity; spread of innovation need from scientific branches to all branches of social production, and other transformations.

Modern development of countries is distinguished by productivity, level of human capital, social institutions' development. Recently the model of economic growth by American researcher E. Denison became popular; it shows all qualitative changes in economy with the help of non-investment expenses – on «human capital» (increase in labour qualification, educational level etc), and also on factors, which not fall under quantitative assessment: entrepreneurship, specialization of labour, structural changes in economy and other. In accordance with his calculations, entrepreneurship, specialization of labour, scientific organization of labour, structural reorganization of economy provide 12% of GDP growth; other part of general growth is obtained owing to progress of technology and management knowledge.

As it seems, many scientists paid attention to the problem of determining of economic growth factors in different periods. In modern theories of economic growth developed in 80-90s of the XX centuries the development of economy is evaluated from the point of view of influence on it by human capital as the main, and in some models – as a single factor of economic growth. One of first such models was R. Lucas model, other, more complicated and developed on the basis of Solow model – Mankiw-Romer-Weil model that described dependence of average per capita income on population upsurge and accumulation of physical and human capital. According to this model, a contribution of each of those factors to income growth is different. In highly developed countries the contribution of human capital is significantly greater than that one of physical capital (coefficients displaying this contribution are 0,37 and 0,14 correspondingly), in developing countries – is practically equal, with insignificant superiority of the first one (coefficients – 0,30 and 0,29).

Modern native scientists among the factors of economic growth, to which the state should orient while forming prior directions of its policy and levers of economy regulation [18, p. 81], consider the following: investment in fixed capital; increase in quantity and quality of labour resources, i.e. investment in human capital; scientific and technological

advance, which achievements' implementation increases productivity of labour, capital and the whole economy; structural-economic, including changes in legislation, state and market institutions, conditions of economic management. Degree of achievement of specified strategy of economic growth with the use of human capital in the form of accumulated by means of investment reserve of health, knowledge, skills, abilities, motivations and other capabilities is a characteristic (or index) of human potential.

Studying sources of modern economic growth, O. Gaylor and O. Moav [25] set up a hypothesis about major modification of advantages: modern family, in their judgment, aims possibly at bigger human capital accumulation rather than bigger number of children. Agreeing with researches, it should be noted that human capital development, in particular, attention focusing at support of those human capabilities, which directly influence on the level of labour productivity, national wealth and economic growth, generation and distribution of incomes, will promote the increase in GDP.

An important role in transition from theories of economic growth to the theory of human development has played a concept of «primary needs», which became a basis for the report of the International Labour Organization, 1976, «Employment, growth and primary needs». This concept supposes formation of socio-economic policy, figuring on obligatory providing of primary needs with nutrition, clothes, accommodation and household appliances, and also improvement of social services (providing with drinking water of good quality, maintenance of appropriate sanitary state of place of residence, development of public transport, organization of health protection, arrangement of conditions for education).

Listed problems significantly influence on human vital activity, and their satisfaction – on possibility of human potential realization. Proposed concept gives a «narrow» understanding of needs, i.e. means a human attempt to those conditions, without which is impossible to maintain normal physical and psychical states. Moreover, practical implementation of

this concept mostly was added up to large-scale state support and not took into account local specifics, ignored feedbacks.

Further realization of the concept of «primary needs» was prevented by economic growth retardation and structural crisis, which became more acute in the middle of the 1970s – at the beginning of the 1980s, thus new priorities of budgetary policy came to the fore: reduction of the national debt, overcoming of economic recession, reduction of the government expenses.

Concept of «sustainable development» is proposed as a response to threatening for further development of world society situation. This paradigm is developed under the direction of L. Brown in the Worldwatch Institute (Washington, USA) [9, p. 20; 22, p. 14]. Determining the existence of planetary boundaries of economic growth, representatives of this school stated about inefficiency and underdevelopment of traditional human society as a cause and effect of excessive demographic increase. Critical threshold of sustainable development of the world community is already passed, because the humanity consumes considerably larger resources than it is allowed by laws of stable functioning of global ecosystems. Therefore an important target orientation of economic changes for the benefit of the people and harmonization of human activities with the laws of natural environment existence is ensuring of renewable features of environment, increasing in level of organization of nature management, taking into account natural and climatic conditions and natural-resources potential on the assumption of saving or securing of their balance. Moreover, M. Dolishnii and O. Moshenets determine regional development management as purposeful activities of the state and territorial self-administrations directed to maintenance of integrity and intercommunication between components of socio-economic development of region, on the one hand, and intensification of integration processes with environment by means of interchange of labour force, capital, information and energy» [10, p. 16].

Notion «balanced» versus «sustainable development» is more rational in conse-

quence of reflection of process' internal state, specificity of its stability and changeability in a certain period. Dynamic character of ecological-economic balance advantageously distinguishes it from the static «stability». Moreover, ecological-economic balanced development – is historically and socially specified multifarious process, which supposes conservation of proportions between main components of territorial systems and maintains stability in each specific point of time in order to provide comfortable conditions of vital activity for population.

Deepening of disproportions of ecological development in Ukraine needs an intensive search for methods of ecological factors' integration into economic management, taxation, ecological standards, system of national calculations and evaluation of national wealth, and also practical mechanisms of practical including of humanitarian, social parameters to the sustainable development concept. An important role in it is assigned to financial methods of regulation, among which an integral part is the store of state funds of budgetary policy.

Concept of integration of economic, social and ecological policy (J. M. Clark, T. Veblen, J. Commons, F. Perroux, W. Rostow, P. Drucker, R. Coase, R. Richter and others) is oriented to the complex solution of ecological-socio-economic problems by means of decrease in resource intensity of GDP, increase in employment and enhancement of GDP. However, as researches note in the work [1, p. 43], diversity of such a task complicates both development and practical implementation of the strategy.

Conclusions. Considering conceptions of socio-economic development of society, it can be said that all types of resources influence on the increasing of socio-economic processes of the region. It means that their development will increase GDP and promote the economic growth. Such an approach allows determining of modern civilization as a tool of self-organization of society's vital activity on the basis of determined level development of a human. It should be noted that if in traditional society the main capital was a land, in industrial – natural resources,

and later – technologies, than in post-industrial one the more importance is obtaining by human resources and qualitative characteristics of human life.

Thus, the end of the XX – beginning of the XXI centuries is marked by transition to the new society development paradigm, in which Ukraine is initiating a state regional policy that is based on the European values, oriented to increasing of economic and social living standards for every citizen. An especial role is acquiring by economic base of territories development that has to correspond with the key task posed ahead of the state – strengthening of regional development's social constituent, which foresees the ensuring of national regulations and state social guarantees of adequate standard of living of the population. At the same time it is worth to proceed from the understanding that modern principles of formation of socio-economic policy of the state are oriented to the human development priority, which focus are a human, human needs and development. Generalizing indicators of effectiveness and efficacy of the state policy, in particular social, are indicators of socio-economic development. Thus, on the one hand, development of region's socio-economic processes and ensuring of living standard increasing on this basis is the aim of socio-economic development of the region, and on the other side, is the main task and criterion of regional authorities' activities.

In the absence of necessary centralized support from the direction of the state, regions face a problem of effective an adequate regional police, which is directed to the reformation of economy and attracting of investment, developing and implementation of plans for territories development, which would lean not on state financial resources, but count on local potential use. For it there is a necessary of studying and assessing, on the one hand, of interregional interests and needs, and on the other hand, assessing of own opportunities of their satisfaction based on the use of existent socio-economic processes of the region's population, which probably should become a perspective of further investigations in this field.

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